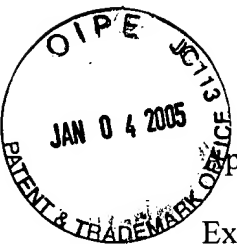


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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Cohen et al.
Examiner : M. Heck
Art Unit : 3623
Title : Cross-Selling Optimizer
Application No. : 09/740,091
Filed : December 18, 2000
Attorney Docket : 343355-600-017

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited today with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450
on December 30, 2004

By: Kathie J. Kapczynski

RESPONSIVE AMENDMENT

Please amend this application as follows and consider the following remarks.